



### **Steps for Obtaining a Mayoral/Gubernatorial Proclamation**

1. Contact the public official's office and identify the proper procedure for obtaining a proclamation. You most likely will be put in touch with someone in the Appointments, Public Relations or Community Affairs Office. Many of these offices will have someone on staff that is responsible for coordinating the issuance of proclamations. When submitting your request for the proclamation, be sure to explain the significance of HIV Vaccine Awareness Day, describe how your organization will commemorate the day and explain the value to your community for supporting HIV vaccine research.

2. As some offices may not use a standard proclamation template, you may be requested to submit a draft proclamation. You may use the template provided below as a guide.

3. If possible, coordinate a date and time that representatives of your organization can be present for the signing of the proclamation. Some public officials' offices may have established dates and times for signing proclamations, such as a weekly press conference. If you attend the signing, be sure to take a photograph of the signing. A copy of the photograph can then be provided to the public official along with a thank you note. You are also welcome to forward a copy of the picture to a staff member of Ogilvy Public Relations.

If you cannot arrange or attend an official signing ceremony, be sure to make arrangements with the public official's office to obtain the proclamation.

4. Disseminate a press release announcing that the proclamation has been issued. If a formal signing is held, ask the public official's office if it is permissible to have media attend. If so, issue a media advisory inviting media outlets to cover the signing event.

5. Send a thank you note to the public official.



### Sample Proclamation

**WHEREAS**, the [ORGANIZATION NAME] is a humanitarian organization, led by local community leaders committed to ending the AIDS epidemic; and

**WHEREAS**, Tuesday, May 18<sup>th</sup> is HIV Vaccine Awareness Day; and

**WHEREAS**, community support for the development of an HIV vaccine is essential; and

**WHEREAS**, thousands of volunteers, scientists and health professionals are committed to finding a safe and effective HIV vaccine, and more than 12,000 individuals have already volunteered in HIV vaccine clinical trials; and

**WHEREAS**, we must educate Americans about the ongoing search for a vaccine to prevent the transmission of HIV and the critical need for such a vaccine; and

**WHEREAS**, currently, there is no HIV vaccine available, but many scientists believe that a preventive HIV vaccine can be a reality; and

**WHEREAS**, a preventive HIV vaccine is a critical component of ending the AIDS pandemic; and

**WHEREAS**, a large-scale HIV vaccine trial will require thousands more participants of all races and ethnicities, genders and socioeconomic backgrounds, to ensure that the vaccine is effective.

**NOW, THEREFORE, I**, [NAME OF PUBLIC OFFICIAL], [OFFICE HELD] of [CITY/STATE], do hereby proclaim Tuesday, May 18, 2004, as HIV VACCINE AWARENESS DAY, and urge the citizens of [CITY/STATE] to recognize the efforts of [ORGANIZATION NAME], and to commemorate this day by wearing an upside-down red ribbon, a symbol of the vision of the world without AIDS and the urgent need to stop the spread of HIV/AIDS.